

4th INTERNATIONAL WORKSHOP ON HIGHER EDUCATION

University of Vic - Central University of Catalonia

The internationalisation process in which universities, including the University of Vic - Central University of Catalonia (UVic-UCC), are immersed is a response to the increasingly globalised socio-economic, cultural and academic context. New technologies have compressed time and space and knowledge in all fields now rapidly crosses borders to become available worldwide. It is in this context that UVic-UCC is creating the conditions to realise its full potential.

The promotion of mobility is a key factor for students to gain intercultural and foreign language competencies and facilitate personal development. The internationalisation of student curriculums and the academic, cultural and scientific cooperation between universities, businesses and educational institutions are vital to the mission of higher education institutions. The UVic-UCC internationalisation effort is a shared project that cuts across all departments and centres. That is why we invite international experts in many disciplines to give plenary lectures and take part in our panels on internationalisation, in support of this drive, which runs parallel to projects currently under way in leading universities around the world.

The first three International Workshops, held in December 2011, November 2012 and December 2013, converted UVic-UCC into an arena for discussion of international opportunities and challenges for UVic-UCC itself and for other business, education and health organisations.

The fourth International Workshop, which will be held 1-10 December 2014, will focus on the challenges of Horizon 2020 and the opportunities afforded by the new Erasmus programme. Furthermore, the International Workshop will be a meeting point where UVic-UCC researchers, PhD students and external institutions take part in discussions in various fields, together with specialists from all over the world.

The UVic-UCC International Workshop on Higher Education is sponsored by "La Caixa" Foundation Welfare Projects.

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University of Vic -
Central University of Catalonia
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UVIC
ESCOLA DE DOCTORAT

1 - 10 December 2014

Sponsored by:



Design: Eumo_dc

UVIC

Monday 1 December

12:00-13:30

Opening lecture

SEGIMON SERRALLONGA HALL
***European higher education,
the contribution of Erasmus+
and Marie Skłodowska-Curie***

Dr Jordi Curell. Director of Lifelong Learning.
Higher education and international affairs;
Erasmus+ (European Commission).

Tuesday 2 December

10:00-12:00

Workshop - Room F101

***The keys to a successful
strategic partnership***

Dr Annemie Van Den Dries. Coaching and
Expertise Work in EU Programmes (Belgium).

Wednesday 3 December

09:30-14:00

**Research workshops
Doctoral Programme
in Interactive Digital
Communication**

Room B010

***Using digital storytelling
in apps: marketing and
creativity***

Armando Liussi. Academic director of
postgraduate studies in Digital Marketing,
INESDI Digital Business School (Spain).

***Co-creating a serious
game with primary school
teachers: a case study***

UVic-UCC researcher: Dr Ruth Contreras.
Konekto research group.

***When open data becomes
social***

Javier Jiménez. Marketing and Art Director,
6TIC S.L.

***Online knowledge
management: strategies and
knowledge platforms***

PhD student: Diego Linares (UVic-UCC).

10:00-12:00

Workshop - Room F101

***Problem Based, Project
Organised Learning:
Experiences from Aalborg
University***

Dr Aida Guerra. Research assistant,
Aalborg Centre for Problem Based Learning
in Engineering Science and Sustainability
(Denmark).

16:00-20:00

**Research workshops
Doctoral Programme in Health,
Welfare and Quality of Life
Room B103**

***Mediterranean diet of family
members of Alzheimer
disease patients***

Dr Ronit Endevelt. Head of the
Department of Health Promotion, School
of Public Health, Faculty of Welfare and
Health Sciences, University of Haifa (Israel).

***Research in nutrition and
dietetics: approaches of the
Food, Health and Wellbeing
research group***

UVic-UCC researcher: Dr Cristina Vaqué
Food, Health and Wellbeing research group

***Translating molecular
knowledge into clinical
practice***

Dr Joan Salgado. Gendiag.exe, S.L

***Educação Física Mais:
a training period on an
intervention project abroad***

PhD student: Ignasi Arumí. Sport and
Physical Activity research group
(UVic-UCC).

18:00-21:00

**Research workshops
Doctoral Programme in
Educational Innovation and
Intervention**

Room B010

***From communicative
competence to multimodal
competence: A personal/
academic journey***

Dr David Block. ICREA Research Professor,
University of Lleida (Spain).

***The development of young
learners' competence in
English as a Foreign Language
(EFL) and Content and
Language Integrated Learning
(CLIL) contexts***

UVic-UCC researcher: Dr Anna Vallbona.
Education, Language and Literature research
group.

***Television and online video
viewing, interaction and
sharing among youth***

PhD student: Idoia Astigarraga,
Mondragon Unibertsitatea, and Dr Amaia
Pavon, HEZIKOM research group,
Mondragon Unibertsitatea (Spain).

***Research on the aesthetic
dimension of the New School***

PhD student: Rosa Sambola. Educational
Research research group (UVic-UCC).

Thursday 4 December

09:30-14:00

**Research workshops
Doctoral Programme in
Experimental Sciences and
Technology (Biosciences)**

Room B010

***Waste prevention: principles,
practice and lessons learnt
from the WASP-tool project***

Dr Katia Lasaridi. Department of Geography,
Harokopio University, Athens (Greece).

***Rivers of salt: assessing
the effect of salinisation
on rivers***

UVic-UCC researcher: Dr Miguel Cañedo.
Biodiversity, Ecology, Technology and
Environmental Management research group.

***Efficient transfer and
application of environmental
technologies from university
to industry***

Dr Oscar Prado. Manager, AERIS
Tecnologías ambientales, S.L.

***Evolution of agricultural
mosaics and their effect
on flora. The Vic plain***

PhD student: Albert Palou. Biodiversity,
Ecology, Technology and Environmental
Management research group (UVic-UCC).

9:00-14:00

**Research workshops
Doctoral Programme in Law,
Economics and Business**

Room F102

***Innovation, business
education and serious games:
trends and challenges***

Dr Soledad Moya. Researcher, EADA
Business School (Spain).

Innovation ecosystems

UVic-UCC researcher: Dr Petra Nylund,
Emprèn research group.

***Responsible innovation in
aqualogy***

Carlos Hurtado. Technician. Aqualogy, S.A.

***Effects of cognitive
disinhibition in high-
performance innovation
teams***

PhD student: Franc Ponti (UVic-UCC).

16:00-19:00

**Research workshops
Doctoral Programme in
Experimental Sciences and
Technology (Technology)**

Room TS116

***Big Data Visualization in
Research and Development-
from Galaxies to Visual
Effects on Desktop PCs***

Dr Rüdiger Westermann. Technische
Universität München, Garching (Germany).

***Augmented reality
techniques***

UVic-UCC researcher: Dr Sergi Grau.
Department of Information and Digital
Technologies.

***Augmented reality: an
opportunity for industry***

David Reifs. Mobility Product Manager.
Seidor.

***Comparing filters for
denoising of fMRI signals***

PhD student: Manel Bartés. Data and
Signal Processing research group
(UVic-UCC).

**Doctoral Programme in
Translation, Gender and
Cultural Studies**

SEGIMON SERRALLONGA HALL

***Accessible film-making: a
bridge between film-making
and audiovisual translation***

Dr Pablo Romero Fresco. Reader in
translation and film-making, University of
Roehampton (United Kingdom).

***Theoretical perspectives on
women's cinema images: a
historical approach***

UVic-UCC researcher: Dr Mar Binimelis.
Audiovisual Translation, Communication
and Place research group

***Audiovisual advertising
of beer in Catalonia:
Translation, language and
place branding***

PhD student: Albert Alvarez. Audiovisual
Translation, Communication and Place
research group (UVic-UCC).

Tuesday 9 December

9:30-11:30

**Research technique workshop
MECENES HALL
(CASA DE CONVALESCÈNCIA)**

***How to write a successful
proposal under the new
Horizon 2020 research and
innovation programme.
Scoring on scientific
excellence and management***

Cristina Barragan. European funding
expert, co-founder of Kneia, S.L.

12:00-13:00

***Gender equality in Horizon
2020***

Dr Capitolina Diaz. President of the
Association of Women Researchers and
Technologists (AMIT). University of Valencia
(Spain).

Wednesday 10 December

9:30-13:00

**Research technique workshop
MECENES HALL
(CASA DE CONVALESCÈNCIA)**

***How to write a successful
proposal under the new
Horizon 2020 research and
innovation programme.
Describing impact and
exploitation routes.
Practical exercises.***

Cristina Barragan. European funding
expert, co-founder of Kneia, S.L.